

Subject: oBAMA

From: Lisa Carter <lcarter@sbgnet.com>

Date: Fri, 31 Aug 2012 14:36:09 -0400

To: Jonathan Vitti <jonathan.vitti@msmtvsales.com>

CC: Matthew Bowman <mkbowman@sbgnet.com>

Sending this way with clear rates, etc....

hdl # 9797463 (wmyv) *CT 1365666*

this offer will stay the same as sent over to you guys on v.4 8/23

hdl # 9797047 (wxlv) *CT 1365210*

this pertains to v.2 sent on 8/28

line 2 - programming is "the doctors"

line # 5 - 3x are n/a - will need \$40/ea to clear

line # 7- line is n/a - will need \$40/ea to clear

line # 8 - line is n/a - will need \$100/ea to clear

line # 9 - programming is "anderson cooper"

line # 10 - programming is "ricki lake"

line # 11 - is n/a - will need \$180/ea to clear

line # 12 - 1x is n/a - will need \$110 to clear

line # 13 - is n/a due to college football

line # 15 - programming is "cma music festival:night to rock" - will need \$600 to clear

line # 16 - programming is "the middle/last man standing" - rate of \$900 is good

line # 17 - was able to get in - nothing needs to be done to this line

line # 18 - programming is scandal - rate of \$785 is good

line # 19 - programming is revenge - rate of \$785 is good

line # 22 - just a tp chg to 1202-108m

Thanks

1 of 3

Rep Firm
Sales Office () WASHINGTON
Salesperson () JONATHAN VITTI
Salesperson Phone# 202-955-5342
Salesperson FAX#

— REMARKS —

pls advise/revise asap
tks

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
*2	W-F,M	09/12-09/17	9A-10A	JUDGE MATHIS	.30	\$20.00	4	1	4	\$80.00
		Station Remark.	V2 correct programming is 'the doctors'							
*7	W-F,M	09/12-09/17	1P-2P	THE CHEW	.30	\$20.00	4	1	4	\$80.00
		Station Remark.	V2 this line is n/a (oversold)							
*8	W-F,M	09/12-09/17	2P-3P	GMA IN THE AFTERNOON	.30	\$20.00	4	1	4	\$80.00
		Station Remark.	V2 this line is n/a (oversold)							
*9	W-F,M	09/12-09/17	3P-4P	RICKI LAKE	.30	\$50.00	4	1	4	\$200.00
		Station Remark.	V2 correct programming is 'anderson cooper'							

Rep Order# 9797047 Ver# 2 Status Returned Traffic Order# 1362210

Printed: 08/28/2012 4:10 PM
Last Received: 08/17/2012 1:40 PM
Showing Buylines: Last Sta Revised Lines

Station WXLV-TV GREENSBORO/W.SALEM
Advertiser () POLITICAL
Product OBAMA FOR AMERICA
Estimate# 1536
Buyer Laura Bassett
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1536
Flight Dates 09/05/2012 - 09/17/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JONATHAN VITTI
Salesperson Phone# 202-955-5342
Salesperson FAX#

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
*10	W-F,M	09/12-09/17	5P-6P	DOCTORS	.30	\$25.00	4	1	4	\$100.00
				V2: correct programming is 'ricki lake'						
*11	W-F,M	09/12-09/17	6P-630P	NEWS14 ABC45	.30	\$45.00	5	1	5	\$225.00
				V2 this line is n/a (oversold)						
*12	W-F,M	09/12-09/17	630P-7P	ABC WORLD NEWS	.30	\$55.00	5	1	5	\$275.00
				V2: 1x is n/a (oversold)						
*13	SA	09/15-09/15	6P-630P	HOLLYSCOOP	.30	\$25.00	1	1	1	\$25.00
				V2 this line is n/a (prg chg)						
*15	M	09/17-09/17	8P-10P	DANCING WITH THE STARS 15	.30	\$800.00	1	1	1	\$800.00
				V2 this line is n/a (prg chg)						
*16	TU	09/11-09/11	8P-9P	DANCING W/T STARS RESULTS	.30	\$900.00	1	1	1	\$900.00
				V2 this line is n/a (prg chg)						
*17	TU	09/11-09/11	10P-11P	PRIVATE PRACTICE	.30	\$705.00	1	1	1	\$705.00
				V2 this line is n/a (prg chg)						
*18	TH	09/13-09/13	10P-11P	ROOKIE BLUE	.30	\$785.00	1	1	1	\$785.00
				V2 correct programming is 'scandal'						
*19	SU	09/16-09/16	8P-9P	SECRET MILLIONAIRE	.30	\$785.00	1	1	1	\$785.00
				V2 correct programming is 'revenge'						
*22	W-F,M	09/12-09/17	12A-1A	JIMMY KIMMEL	.30	\$5.00	4	1	4	\$20.00
				V2: correct tp is 1202-108m						

---REPORT TOTALS---

Rep Order# 9797047 Ver# 2 Status Returned
EC'd Yes

Traffic Order# 1362210

Printed: 08/28/2012 4:10 PM
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Showing Buylines: Last Sta Revised Lines

3 of 3

Station WXLV-TV GREENSBORO/W.SALEM
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Estimate# 1536
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3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1536
Flight Dates 09/05/2012 - 09/17/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JONATHAN VITTI
Salesperson Phone# 202-955-5342
Salesperson FAX#

Report Totals. 41 / \$5,085.00

---SALES MONTHLY TOTALS---

Sep 12. 65 / \$5,700.00

Sales Totals. 65 / \$5,700.00

Station Totals. 65 / \$5,700.00

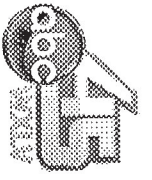
Lines not sent/rcld/rtrn. 0 / \$0.00

---COMPETITIVE---

Market Totals \$71,250

CABL	0%	UNKN	0%	WBFX	0%	WCWG	0%	WPMY	30%
WGHP	28%	WMYV	3%	WDPN	0%	WXII	31%	WXLV	8%

Books null
Demos RA35+



WXLV-TV
3500 Myer Lee Dr
Winston Salem, NC 27101

Greer Margolis Mitchell, Burns &
Associates-Washington
1010 Wisconsin Ave NW
Ste 800
Washington, DC 20007

Contract # 1362210

Schedule Dates 09/12/12-09/17/12
Advertiser Obama for America (30051)
Agency Greer Margolis Mitchell, Burns & Associates-Washi
Product POLITICAL CANDIDATE (ns) (1186)
Brand OBAMA FOR AMERICA (187386)
Salesperson Millennium/DC, Washington DC (1108)
Sales Office Millennium Washington DC
Buyer Name Bassett, Laura
Phone/Fax /
CPE 95/101/1536
Account Types National/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments OBAMA FOR AMERICA
JONATHAN VITTI
SHARE = 8%

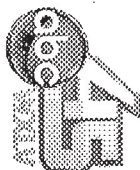
Date Entered 08/24/12
Last Modified 08/27/12
Entered By Lisa Carter
CO-OP No
Headline # ECR09797047
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$415.50
Net Total \$2,354.50
Sales Tax

Greensboro (WXLV)		
By Broadcast Month	Spots	Rate
Sep. 2012	44	\$2,770.00
Grand Total:	44	\$2,770.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	09/12/12-09/14/12	3	:30	7A- ABC-Good Morning America	4			X	X	X			4	\$25.00	\$100.00	Greensboro (WXLV)	GOOD MORNING AMERICA	8/24/12
2.0	Normal Line / SPOT (2)	09/12/12-09/17/12	3	:30	9A- The Doctors	1	1	1	1	1	1			4	\$20.00	\$80.00	Greensboro (WXLV)	THE DOCTORS	8/24/12
3.0	Revised Line / SPOT (6)	09/12/12-09/17/12	5	:30	12P- 1P (EST)	1	1	1	1	1	1			4	\$20.00	\$80.00	Greensboro (WXLV)	MILLIONAIRE	8/24/12
3.1	Normal Line / SPOT (6)	09/12/12-09/17/12	3	:30	12P- 1P (EST)	1	1	1	1	1	1			4	\$20.00	\$80.00	Greensboro (WXLV)	MILLIONAIRE	8/27/12
4.0	Normal Line / SPOT (3)	09/15/12-09/15/12	3	:30	8A- ABC-Good Morning American Saturday							1		1	\$10.00	\$10.00	Greensboro (WXLV)	GOOD MORNING AMERICA WK	8/24/12
5.0	Normal Line / SPOT (4)	09/16/12-09/16/12	3	:30	10:58-40A- ABC-This Week							1		1	\$25.00	\$25.00	Greensboro (WXLV)	THIS WEEK	8/24/12
6.0	Normal Line / SPOT (9)	09/12/12-09/17/12	3	:30	3P- Anderson Cooper	1	1	1	1	1	1			4	\$50.00	\$200.00	Greensboro (WXLV)	ANDERSON	8/24/12
7.0	Normal Line / SPOT (10)	09/12/12-09/17/12	3	:30	5P- Ricki Lake	1	1	1	1	1	1			4	\$25.00	\$100.00	Greensboro (WXLV)	RICKI LAKE	8/24/12
8.0	Normal Line / News (12)	09/12/12-09/17/12	3	:30	6:30P- ABC-World News Monday-Friday	1	1	1	1	1	1			4	\$55.00	\$220.00	Greensboro (WXLV)	ABC WORLD NEWS	8/24/12
9.0	Normal Line / News (14)	09/16/12-09/16/12	3	:30	6:28-45P- ABC-World News Sunday							1		1	\$60.00	\$60.00	Greensboro (WXLV)	ABC WORLD NEWS	8/24/12
10.0	Normal Line / Prime (18)	09/13/12-09/13/12	3	:30	10:02P- ABC-Scandal (Thursday)				1					1	\$785.00	\$785.00	Greensboro (WXLV)	SCANDAL	8/24/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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WXLV-TV
3500 Myer Lee Dr
Winston Salem, NC 27101

Greer Margolis Mitchell, Burns &
Associates-Washington
1010 Wisconsin Ave NW
Ste 800
Washington, DC 20007

Contract # 1362210

Schedule Dates

09/12/12-09/17/12

Advertiser

Obama for America (30051)

Agency

Greer Margolis Mitchell, Burns & Associates-Washi

Product

POLITICAL CANDIDATE (ns) (1186)

Brand

OBAMA FOR AMERICA (187386)

Salesperson

Millennium/DC, Washington DC (1108)

Sales Office

Millennium Washington DC

Buyer Name

Bassett, Laura

Phone/Fax

/

CPE

95/101/1536

Account Types

National/Political Candidate Agency BRD

Billing Type

Weekly/Irregular

Comments

OBAMA FOR AMERICA
JONATHAN VITTI
SHARE = 8%

Date Entered

08/24/12

Last Modified

08/27/12

Entered By

Lisa Carter

CO-OP

No

Headline

ECR09797047

Demo

A35+R

Order Type

Normal

Package Deal

Commission %

15.00

Commission

\$415.50

Net Total

\$2,354.50

Sales Tax

Greensboro (WXLV)		
By Broadcast Month	Spots	Rate
Sep. 2012	44	\$2,770.00
Grand Total:	44	\$2,770.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
11.0	Normal Line / News (20)	09/12/12-09/17/12	3	:30	11:01P- News- News 14 Carolina on ABC 45 at 11pm	1	1	2	1	1	1			5	\$40.00	\$200.00	Greensboro (WXLV)	NEWS14 ABC45	8/24/12
12.0	Normal Line / SPOT (21)	09/12/12-09/17/12	3	:30	11:35P- ABC-Nightline	1	1	1	1	1	1			4	\$15.00	\$60.00	Greensboro (WXLV)	NIGHTLINE	8/24/12
13.0	Normal Line / SPOT (22)	09/12/12-09/17/12	3	:30	12:02:05A- ABC-Jimmy Kimmel Live	1	1	1	1	1	1			4	\$5.00	\$20.00	Greensboro (WXLV)	JIMMY KIMMEL	8/24/12
14.0	Normal Line / SPOT (1)	09/17/12-09/17/12	3	:30	7A- ABC-Good Morning America	1	1							1	\$25.00	\$25.00	Greensboro (WXLV)	GOOD MORNING AMERICA	8/24/12
15.0	Normal Line / Prime (19)	09/16/12-09/16/12	3	:30	8P- ABC-Revenge (Sunday)							1		1	\$785.00	\$785.00	Greensboro (WXLV)	REVENGE	8/24/12
16.0	Normal Line / SPOT (5)	09/12/12-09/17/12	3	:30	10:58:25A- ABC-The View	1	1	1	1	1	1			1	\$20.00	\$20.00	Greensboro (WXLV)	VIEW	8/24/12
16.0.1	Closed Preempt (5)	09/17/12															Greensboro (WXLV)	Sold Out/Exception - Rate won't clear. matt	
16.0.2	Closed Preempt (5)	09/13/12															Greensboro (WXLV)	Pre-empt/Spot - HRA	
16.0.3	Closed Preempt (5)	09/14/12															Greensboro (WXLV)	Pre-empt/Spot - HRA	

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

Greer Margolis Mitchell, Burns & Associates
8/28/12

Rep Order# 9797047 Ver# 1 Status New Traffic Order# 1 30 2 10 Printed: 08/17/2012 1:37 PM 1 of 4
EC'd Yes Last Received: 08/17/2012 11:59 AM Showing Buylines: All Rep Revised Lines

Station WXLV-TV GREENSBORO/W.SALEM
Advertiser () POLITICAL
Product OBAMA FOR AMERICA
Estimate# 1536
Buyer Laura Bassett
Phone#
Fax#
Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1536
Flight Dates 09/05/2012 - 09/17/2012
Hiatus Weeks
Rep Firm
Sales Office () WASHINGTON
Salesperson () JONATHAN VITTI
Salesperson Phone# 202-955-5342
Salesperson FAX#

***** Contract Coversheet *****
V.1 8/17

NEW POLITICAL ORDER. STARTS 9/12. TOTAL \$5700.
9/11 IS BLACKED OUT PLEASE NOTE- NEED MG OFFERS FOR SPOTS
ON LINES 16 & 17. PLS ADVISE. PLS CF- CHRISTINA FOR JON

8/15
12-330P
330-7P
8-1130P
2K
425/ek
1K
2180
2K
800/ek

Rep Order# 9797047 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 08/17/2012 1:37 PM
Last Received: 08/17/2012 11:59 AM
Showing Buylines: All Lines

2 of 4

Station WXLV-TV GREENSBORO/W.SALEM
Advertiser () POLITICAL
Product OBAMA FOR AMERICA
Estimate# 1536
Buyer Laura Bassett
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1536
Flight Dates 09/05/2012 - 09/17/2012
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Salesperson Phone# 202-955-5342
Salesperson FAX#

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Day	Dates	Time	Program	Len	Rate	Spots/week	# of Weeks	Total Spots	Total Cost
1	W-F,M	09/12-09/17	7A-9A	GOOD MORNING AMERICA	.30	\$25.00	5	1	5	\$125.00
2	W-F,M	09/12-09/17	9A-10A	JUDGE MATHIS	.30	\$20.00	4	1	4	\$80.00
3	SA	09/15-09/15	8A-9A	GOOD MORNING AMERICA WK	.30	\$10.00	1	1	1	\$10.00
4	SU	09/16-09/16	11A-12P	THIS WEEK	.30	\$25.00	1	1	1	\$25.00
5	W-F,M	09/12-09/17	11A-12P	VIEW	.30	\$20.00	4	1	4	\$80.00
6	W-F,M	09/12-09/17	12P-1P	MILLIONAIRE	.30	\$20.00	4	1	4	\$80.00
7	W-F,M	09/12-09/17	1P-2P	THE CHEW	.30	\$20.00	4	1	4	\$80.00
8	W-F,M	09/12-09/17	2P-3P	GMA IN THE AFTERNOON	.30	\$20.00	4	1	4	\$80.00
9	W-F,M	09/12-09/17	3P-4P	RICKI LAKE	.30	\$50.00	4	1	4	\$200.00
10	W-F,M	09/12-09/17	5P-6P	DOCTORS	.30	\$25.00	4	1	4	\$100.00
11	W-F,M	09/12-09/17	6P-630P	NEWS14 ABC45	.30	\$45.00	5	1	5	\$225.00
12	W-F,M	09/12-09/17	630P-7P	ABC WORLD NEWS	.30	\$55.00	5	1	5	\$275.00
13	SA	09/15-09/15	6P-630P	HOLLYSCOOP	.30	\$25.00	1	1	1	\$25.00

Rep Order# 9797047 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 08/17/2012 1:37 PM
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Showing Buylines: All Lines

3 of 4

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Rep Firm
Sales Office () WASHINGTON
Salesperson () JONATHAN VITTI
Salesperson Phone# 202-955-5342
Salesperson FAX#

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
14	SU	09/16-09/16	630P-7P	ABC WORLD NEWS	.30	\$60.00	1	1	1	\$60.00
15	M	09/17-09/17	8P-10P	DANCING WITH THE STARS 15	.30	\$800.00	1	1	1	\$800.00
16	TU	09/11-09/11	8P-9P	DANCING W/T STARS RESULTS	.30	\$900.00	1	1	1	\$900.00
				VI *NEED MG- 9/11 IS BLACKED OUT						
17	TU	09/11-09/11	10P-11P	PRIVATE PRACTICE	.30	\$705.00	1	1	1	\$705.00
				Sales Remark. VI *NEED MG- 9/11 IS BLACKED OUT						
18	TH	09/13-09/13	10P-11P	ROOKEE BLDE	.30	\$785.00	1	1	1	\$785.00
19	SU	09/16-09/16	8P-9P	SECRET MILLIONAIRE	.30	\$785.00	1	1	1	\$785.00
20	W-F,M	09/12-09/17	11P-1135P	NEWS14 ABC45	.30	\$40.00	5	1	5	\$200.00
21	W-F,M	09/12-09/17	1135P-1205A	NITELINE	.30	\$15.00	4	1	4	\$60.00
22	W-F,M	09/12-09/17	12A-1A	JIMMY KIMMEL	.30	\$5.00	4	1	4	\$20.00

---REPORT TOTALS---
Report Totals. 65 / \$5,700.00

---SALES MONTHLY TOTALS---

Sep 12. 65 / \$5,700.00
Sales Totals. 65 / \$5,700.00
Station Totals. 65 / \$5,700.00
Lines not sent/rcld/rtrn. 0 / \$0.00

2930
2670

Rep Order# 9797047 Ver# 1 Status New
EC'd Yes

Traffic Order#

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4 of 4

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Salesperson () JONATHAN VITTI
Salesperson Phone# 202-955-5342
Salesperson FAX#

---COMPETITIVE---

Market Totals \$71,250

CABL	0%	UNKN	0%	WBFX	0%	WCWG	0%	WENY	30%
WGHP	28%	WMYV	3%	WUPN	0%	WXII	31%	WXLV	8%

Books null
Demos RA35+